ENG 4E Name

**Active Viewing Chart**

Use this chart to record your discoveries as you actively view an image. Make sure you refer to the activity on the web page in order to review the guiding questions to help you complete this chart.

**Description of Image:**

Thumbnail Sketch of Image:

**Visual Elements**

**Purpose**

What is the purpose of the image?

What do you think is the key message of the image?

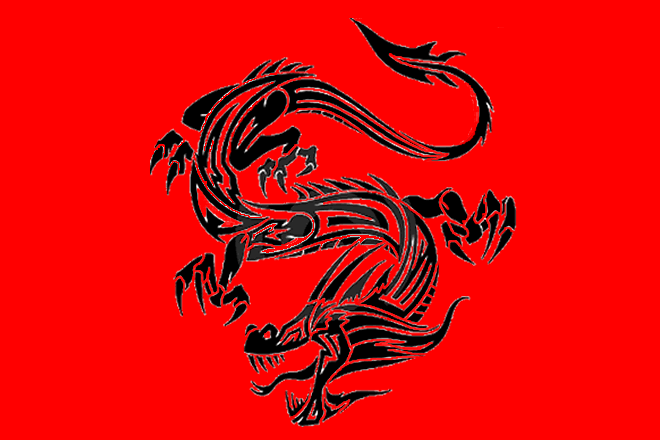
How do you know this?

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**Use of Text in the Image**

Analyze the use of words, slogans or phrases in the image.

**Thumbnail Sketch of Image:**



**Judgement**

How does this image compare with other images? Is the image successful in communicating the purpose and key message? Do you like or dislike the image? Why?

**Reaction to the image**

Does the image evoke any feelings, emotions or memories?

Does the image remind you of anything?

What details in the image create these emotional or personal reactions in a viewer?